

Swing This Kettlebell | 4300 Boron Drive | Covington (Latonia), KY 41015

Founded in 2009, Swing This Kettlebell and Functional Fitness was the idea of Joe Daniels of Daniels Fitness Training LLC to bring fitness to a broader range of exercisers in the area. No one sticks to an exercise program unless it's fun to do and they can feel and see the benefits. After 5 years of competitive bodybuilding training with clients, a more functional tool was beginning to be utilized more in the United States.

Welcome to the Kettlebell. Using kettlebells, ropes and sandbags, instead of the traditional gym machines and barbells, one is able to achieve much more fluent movement patterns that can assist in day to day life. One is no longer tied down to the floor and lacking real functional movement.

Swing This Kettlebell started out on their own in an 800 sq.ft. room when Joe Daniels moved from training clients in larger gyms around the area. Many people doubted that it would work as not many in the area knew (and still do not) what a kettlebell is. That was the old Katie Woodring Photography space in Latonia. Starting off only teaching a few people at a time in that space, Joe Daniels was voted Best Personal Trainer 2010 by Citybeat.

Many clients wanted to train with kettle bells more often per week, yet there was not enough space. A gamble was made to rent a space large enough to work with 10-15 people at a time. A lease was signed for 2 years at 3622 Decoursey Avenue. Slow at first, word of mouth marketing kept growing at a steady pace bringing family, friends and coworkers in from as far as Mason and West Chester weekly. In 2012, Joe Daniels was voted Best Personal Trainer by NKY Magazine. By now steadily growing interest in kettlebells and other functional training tools was being spread by avid gym-goers looking for something different. In November of this year, Swing This Kettlebells hosted the male and female World Champion Kettlebell lifters from Russia for a Seminar. Facebook and other social media presence have always been strong for Swing This, but this event brought a lot more exposure - bringing people to Covington from as far away as South Carolina and Florida.

A month later, Swing This Kettlebell was at capacity and needed to grow. The lease had to be bought out 5 months before expected and the business has now moved into a 5500 sq.ft. facility at 4300 Boron Drive in Latonia, where they hope to stay for a long time. A lot of money is put into Daniels Fitness Training to keep the community learning about health and wellness - and it continues to grow. There will be a quick open house on December 8th at the new location with raffles and free instruction classes starting at 10:00 am. Swing This Kettlebell hopes to continue to be a positive asset for Covington and the surrounding areas for years to come.

A Healthy Community is a Wealthy Community.





(We also were finalists in NKY magazine Best Exercise Facility next to Better Bodies and SilverLake! NOT TOO BAD!!)

Kettlebell Training 411

By JOE DANIELS of Swing This Kettlebells

I'm sure by now you've heard of kettlebells, and if you aren't incorporating them into your training program you're really missing out!

Why you ask??

More Efficient Time Investment: Kettlebell training can provide such a quick increase in many aspects of your training in very little time. Endurance, Coordination, Range of Motion, Torso Strength, and Power are just a few components that you can expect to increase in as little as a couple weeks. Since kettlebell training is based on using the body as a whole and transferring force from the point of contact on the ground into the kettlebell, workouts are much shorter than the traditional bodybuilding type training the average Joe knows from reading the magazine rack. You are using your whole musculature at once for the whole training session, it rapidly depletes energy and causes a massive amount of caloric expenditure. I've done workouts that were a brutal 10 min, 30 min, 45 min and even an easy hour. It all depends on the intensity and type of training you are going for. Kettlebell Sport (Girevoy Sport) is the competition of kettlebell lifting. Sets are done that are ten minutes in length focusing on more strength endurance than just pure strength. Don't laugh just yet; jerking double 52 or 70 pound weights for ten minutes is a feat not many even want to think about.

Variety of Programming Styles: Programming depends on what you are looking for. A pure strength routine for powerlifting may be based on the basic moves such as heavy double swings, double clean and presses; Turkish getups and double snatches. These could be sets of 3 or 5 reps and anywhere from 3-10 sets with lots of rest based on your progression and ability level. On the other page, a hockey player may want to work more on rotational strength lateral movement, and the frontal plane. Here they could do rotational snatches, renegade rows and pistols squats an endurance routine or general conditioning program could use the same exercises but lighter weight and put into a circuit and repeated for minutes. There are no boundaries. Kettlebells work with all sorts of training as they are incredible with movement based resistance training. Why do you think there are so many mixed martial artists training with them?

I believe kettlebells are best used 3-4 times per week if the training consists of only kettlebells. Remember were not trying to turn the body into separate pieces like bodybuilding. Keep it the whole unit. A hard day of training is followed by one or two rest days. If adding to a powerlifting or bodybuilding routine, perhaps 1-2 days to supplement your existing training. Even adding one day per week with kettlebells coupled with other training will benefit you as far as joint stabilization and strength along with the benefits listed above. Just one day of training with an experienced kettlebell teacher can have even the most highly conditioned athlete feeling musculature they may have never felt before.